

Press Release

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High Impact Prospecting and Rock the Deadline partnership offers Content Creation and Demand Generation Services

Combined marketing services provide marketers with a comprehensive content solution for email marketing, lead generation and social engagement

High Impact Prospecting (H-I-P) and Rock the Deadline (RTD) announced today a strategic partnership that provides marketers a comprehensive solution for engaging prospects and customers in content-rich communications using email and social channels.

Today's business and consumer buyer is increasingly sophisticated in how they consume information and is demanding higher quality content. Marketers require a steady stream of unique, high-value content in order to provide thought leadership and industry guidance, and to establish brand reputation with their prospects and customers.

List management, email marketing and social engagement are critically important elements of today's content marketing mix - driving it all is a steady stream of great content. Rock the Deadline is a network of expert content producers who create that compelling marketing content efficiently, reliably and affordably.

"Accurate targeting of our clients' messages has long been our strong suit," said Brett Smith, Principal of H-I-P. "To be truly effective, a marketing activity needs to be content-driven, regularly recurring, consistent in messaging, and perceived as genuine by the audience. Through our relationship with Rock the Deadline we can now help our clients execute complete content marketing programs that involve targeting, messaging, social promotion and lead nurturing."

"We are excited about this new partnership we have with H-I-P. They provide their clients with strategic marketing services and are in an excellent position to bring in RTD to execute tactical content creation for them," stated Kim Lloyd, co-Founder of RTD. "And for our own clients, H-I-P provides us with additional content delivery and promotion options."

About High-Impact-Prospecting

High-Impact-Prospecting provides high-outcome B2B demand generation services for technology-centric clients. Our key differentiators include ownership of our own email service platform, our own virtual call center, a 65+ million-strong B2B contact database, and a tight-knit team of deeply experienced U.S.-based professionals. Our services include Email Marketing, 1:1 Lead Creation, Trade Event Enrichment, Outsourced Marketing Services, B2B Social Media Engagement and B2B Contact Data.

About Rock the Deadline

Rock the Deadline is a network of vetted industry professionals and expert content producers who create marketing materials for businesses and agencies. RTD provides either complete or complimentary content marketing programs that involve creation, search optimization, and social media promotion. Editorial oversight helps parties negotiate, collaborate, produce, approve and settle payments for digital content creation. Marketers enjoy quality, predictability and reliability in finding and managing independent contractors. Producers enjoy a stable workplace that fairly values their creative expertise and where they can realize autonomy, mastery and purpose.